

The City Bridge Trust

Bridging Divides: Application for a grant



About your organisation

Organisation Details

Name of your organisation: Zoological Society of London	
If your organisation is part of a larger organisation, what is its name?	
In which London Borough is your organisation based? Westminster	
Contact person: Ms Judi Gasser	Position: Head of Development
Website: http://www.zsl.org	Social Media Accounts: https://twitter.com/officialzsl
What Quality Marks does your organisation currently hold? Athena Swan Bronze research institute award, Stonewall accreditation for offering an inclusive, equal and inspiring environment for LGBT employees and volunteers, HR Excellence Award.	

Legal Status

Legal status of organisation: Registered Charity			
Charity Number: 208728	Company Number:	CIC Number:	Bencom Number:
When was your organisation established? 01/01/1826			
Aims of your organisation: Founded in 1826, the Zoological Society of London (ZSL) is an international conservation charity; our vision is a world where wildlife thrives. We work every day to achieve this, through our science, our field conservation around the world and engaging millions of people through our two Zoos, ZSL London and ZSL Whipsnade Zoos. Our 200th anniversary in 2026 will mark two extraordinary centuries of discovery, pioneering, inspiring and delighting. To tackle the threat to wild animals and help people achieve this positive change, we will: ? Inspire future generations through amazing experiences with animals, giving them a lifelong connection to wildlife and an understanding of the part that they can play. ? Inform the world about the challenges facing wildlife and the ways we all can address these, based on our scientific research, experience and expertise. ? Empower communities, leaders and influencers by giving them methods, evidence			

Main activities of your organisation:

Our purpose is to inspire, Inform and empower people to stop wild animals going extinct:

? We welcome two million visitors to our zoos each year to learn about endangered wildlife and our work to conserve it.

? ZSL runs over 200 conservation projects in 50 countries.

? Our scientists in the laboratory and field, animal management teams at both Zoos, and our veterinarians contribute wide-ranging skills and experience to both practical conservation and the scientific research that underpins our work.

? We work with governments, companies, non-governmental organisations and individuals to address the variety of problems facing wildlife today.

? We work with communities, both in the UK and abroad, to create a world where people and wildlife can co-exist sustainably.

? We have recently started an extensive programme of outreach and community engagement to ensure that ZSL London Zoo is accessible to all; we hope to start a similar programme at ZSL Whipsnade Zoo in 2019.

Your Staff & Volunteers

Full-time:	Part-time:	Trustee/Board members:	Active volunteers:
811	0	15	700

Do you have a Safeguarding policy? **Yes**

Are the following people in your organisation subject to DBS checks?

Paid Staff	Volunteers	Trustees / Management Committee Members
Yes	Yes	No

Property occupied by your organisation

Is the main property owned, leased or rented by your organisation?	If leased/rented, how long is the outstanding agreement?
Leased	36

Environmental Impact**What action have you taken in the past year to progress environmentally sustainability principles and practice?**

ZSL's Environmental Policy was re-written February 2018. ZSL is committed to:

? Complying with all applicable environmental legislation, codes of practice and compliance obligations.

? Reducing emissions arising from energy and transport needs and using renewable rather than non-renewable resources where practicable and economically viable.

? Continued improvement of sustainable procurement practices.

? Managing waste in accordance with the waste hierarchy.

? Improving efficiency in the use of raw materials and utilities.

? Enhancing biodiversity by appropriate management of ZSL sites.

? Informing and educating stakeholders, especially visitors and the general public, on issues relating to conservation and environmental protection.

In 2018 we have retained our ISO14001 accreditation and are currently developing a sustainability plan for the next 10 years, including two major projects next year.

We run public campaigns on sustainability issues such as single use plastics - #OneLess - and sustainable Palm Oil.

Finance Details

Organisation Finances

	Year of most recent audited / examined accounts	Current financial year forecast	Next financial year budget
End of financial year date	30/04/2018	30/04/2019	
Grants & donations:	£20,236,000	£15,202,000	£0
Earned Income:	£45,254,000	£49,942,000	£0
Other income:	£107,000	£310,000	£0
Total income:	£65,597,000	£65,454,000	£0
Charitable activity costs:	£52,770,000	£60,030,000	£0
Cost of raising funds:	£1,532,000	£1,600,000	£0
Other costs:	£9,908,000	£10,853,000	£0
Total expenditure:	£64,210,000	£72,483,000	£0
Free unrestricted reserves held at year end:	£9,237,000	£10,400,000	£0
<p>What is your organisation's reserves policy? The Trustees' minimal liquidity and general reserves target is to hold readily available cash and investments and general reserves in excess of £6.7m. The policy is reviewed annually in connection with the setting of revenue and capital budgets and the charitable activities planned for the year.</p> <p>A detailed version of the Reserves policy can be found on page 40 of the ZSL Annual Report and Accounts 2017-18.</p> <p>For your most recent financial year, what % of your income was from statutory sources? 11-20%</p>			

Organisational changes

Describe any significant organisational changes to your structure, financial position or core activities since the date of your most recent accounts.
n/a

Grant Request

<p>Which of the Trust's programmes and priority areas will your application deliver? Connecting the Capital/Growing, greening and environmental projects</p>				
<p>Which of the programme outcome(s) does your application aim to achieve? Please describe the purpose of your funding request in one sentence. Supporting community stewardship of London's rivers, through impactful citizen science, with the aim of improving London's environment for wildlife and people.</p>				
<p>When will the funding be required? 01/06/2019</p>				
<p>Is this request to continue work that is currently funded or has been funded in the last year by:</p>				
<p>City Bridge Trust? Yes</p>		<p>Another funder? (if so which)</p>		
<p>How much funding are you requesting?</p>				
<p>Year 1: £49,106</p>	<p>Year 2: £50,274</p>	<p>Year 3: £0</p>	<p>Year 4: £0</p>	<p>Year 5: £0</p>
<p>Total Requested: £99,380</p>				

What 3 main differences or outcomes do you want to achieve through your funding proposal?

<p>London's aquatic environment has cleaner water and more abundant wildlife</p> <ul style="list-style-type: none"> ? Sources of pollution across London, including from roads, are identified and plans written to prevent them blighting rivers ? More habitat made accessible to the iconic London species the European eel ? Invasive species status of the Thames defined
<p>More Connected People: An additional 300 people will bolster London's community of informed river champions through citizen science volunteering. Those involved will learn conservation skills and enjoy purposeful and social environmental activity that will support their wellbeing and community connection. Thousands of Londoners will learn about and appreciate our rivers.</p>
<p>Linking communities, business and the regulators will lead to more sustainable environmental assets in London and set up a virtuous circle where more informed and engaged communities generating evidence leads to better managed, more attractive, resilient rivers which encourages more people to enjoy them and work to protect them.</p>

What are the main activities or outputs you will deliver to achieve these differences?

<p>300 citizen scientists will help us gather evidence on eel migration, pollution and invasive species in London's rivers and will work with us to implement remedial actions such as eel passes and Road Pollution Action Plans.</p>
<p>15 outreach sessions to gather the views of disadvantaged communities, aiming to engage them in our project. 22 training sessions/events to train 300 citizen scientists. Attend outreach events to engage thousands of Londoners with our work. Produce ZSL communications (press and social media) to reach many thousands of Londoners.</p>

Sharing findings: Robust, community-derived data will be provided to the managers of London's Environment such as PLA, GLA, Environment Agency, Thames Water and Local Authorities through reports on each project element (eel conservation, Road Pollution Action Plans, Non-Native Species Report) and at two forums.

You and your grant request

What, specifically, are you applying for (your project)?

Building on ZSL's current project, this continuation will empower communities to catalyse improvements to London's rivers and watersheds.

We will:

Improve the aquatic environment

1) eel migration: train volunteers to gather vital data on the migration of the Critically Endangered European eel to underpin our programme of eel pass installations in order to enrich river ecology

2) river ecology and pollution: build capacity of the existing river monitoring network to drive environmental improvements, including important new work tackling the complex issue of pollution from roads.

3) Thames invasive non-native species survey: continue volunteer engagement in our unique, longstanding survey that provides an warning system for the arrival of potentially damaging invasive species.

Engage Londoners and wider news audiences in the importance of rivers and empower them to take conservation action.

Inform Government and other organisations in order to impel aquatic conservation measures.

How will the project described achieve your stated outcomes?

? Two more River Monitoring Initiatives, providing early pollution detection alerts.

? Road Pollution Action plans developed in three river catchments.

? The importance of wetlands and other schemes to mitigate road pollution understood and adopted by decision makers

? Blockages to eel migration identified; additional 50km of river accessible to the Critically Endangered eel

? Status of invasive species in the Thames identified; increased public and organisational awareness of the measures needed to prevent the spread of invasive species

? 300 additional trained Londoners gathering evidence for joined up approach to managing London's environment

? Media coverage will bring greater awareness of the issues impacting London's rivers and the means of making improvements

? ZSL understand the needs of disadvantaged groups to inform future engagement work.

? Civil Society institutions have the scientific evidence needed to influence and make decisions about aquatic conservation in London.

How do you know there's a need for this work?

Rivers in London provide vital blue/green corridors through the city. The GLA's Environment Strategy describes multifunctional assets which the Mayor will work to promote the protection and water related use of, benefitting the environment as well as the health and well-being of Londoners?. Yet despite their importance and potential, due largely to a legacy of poor hard-engineered solutions to manage flood risk, pressure from urban infrastructure, abstraction and pollution, they are compromised. The Water Framework Directive (WFD) states that all but one of London's 47 water bodies are failing.

Bringing 75% of water bodies to WFD 'good' status, as set out in the Government's 25 Year Environment Plan, requires involvement from all sectors: strong regulation, support from businesses and other stakeholders and engaged communities championing positive change. This project seeks to engage many more Londoners and particularly people from groups which do not traditionally engage with conservation

How will the work be delivered - specifically, what will you do?

- ? 16 training sessions for 160 new eel monitoring volunteers.
- ? Monitor eel migration at 8 sites.
- ? Recruit and train 80 volunteers to river monitoring initiatives (RMIs) and develop new RMIs on the River Brent and Beverly Brook
- ? Recruit 20 volunteers to help us develop 'Road to River Pollution Remediation Action Plans' in three catchments.
- ? Recruit and train up to 40 volunteers to survey invasive species in the Thames riverbed.

- ? Attend eight family-focused environmental events e.g. Thames Festival.
- ? Run 15 outreach sessions to gather the views of disadvantaged communities in five London Boroughs.
- ? Recruit 300 new volunteers.
- ? Generate press and social media stories to reach thousands of Londoners

- ? Share findings with Local Authorities, GLA, EA etc to promote evidence-based decision-making
- ? Host two Citizen Science Forums at ZSL to encourage discussion between invited experts e.g. EA/Thames Water and volunteers.

Why are you the right organisation to do this work?

Over 1,300 people have been trained across the city by ZSL since 2011, when we started working with citizen scientists to deliver river conservation impact.

Feedback from our volunteers is consistently very positive and we have supported numerous Londoners through their studies or through career changes into the conservation sector.

We have developed Citizen Science methodologies, such as the Outfall Safari and Juvenile fish monitoring, that are considered best practice by the Environment Agency and used by NGOs elsewhere across the UK.

We sit on the Riverfly Partnership board, the national managing body for the RMI.

Work delivered in the first three years of CBT funding has informed the 2017 London Environment Strategy, conservation priorities in the Environment Agency's Eel Management Plan for the Thames, Thames Water's Business Plan, 2020 -2025 and Environment Agency regulation of water companies on the issue of preventing diffuse sources of pollution.

How does your work complement and not duplicate other services within your area?

We work collaboratively with other NGOs, the Environment Agency and Thames Water on river improvements across London and have a well-defined programme delivering impactful, community conservation work.

The principle forum for sharing best practice with our partners is the Catchment Partnerships in London Group (CPiL), with whom we work closely and attend bi-annual meetings. ZSL has led on founding several CPiL sub groups, including Connect Right Thames, which focuses on the issue of misconnections of appliances polluting rivers and the recently set up, Road Pollution Focus Group. ZSL is a founding member of the London Invasive Species Initiative and a key partner in delivering the Port of London Authority's Thames vision.

In addition, we regularly attend individual river catchment partnership meetings where stakeholders coordinate and prioritise work

How will you ensure that your project will hear and represent the views and needs of disadvantaged people and/or diverse communities?

As an additional strand of work to those in the initial three years of the project, we will add an audience development project to help engage with audiences currently under-represented in the volunteer demographic. This will be done by creating an outreach session offer based on the project, creating an opportunity for local community groups to hear and learn about the benefits of the project to their community, and creating a platform for their voices to be heard within the project. This will be piloted at 15 community sessions, 3 in each of the following boroughs; Barnet, Ealing, Hounslow, Harrow and Hillingdon.

By carefully selecting groups who are offered the session and structuring it to include plenty of time for feedback and reflection we will be able to capture the views and needs of disadvantaged people and hope to inspire and engage them in our work.

How does your project engage and empower individuals and/or communities to come together on this issue? Will you be working with people who are particularly excluded?

In addition to using our database of 780 volunteers, social media and mailing out to our partner community groups across London, we will promote the volunteering opportunities via volunteer centres in the boroughs where we are working, such as volunteeringhounslow.org.uk and websites such as do-it.org and as part of our ZSL offer.

People who join the project will be empowered by undergoing training that give them the skills to undertake proven methodologies that generate evidence of value to environmental managers and in addition encourages direct communication between community groups and the EA and Thames Water.

There is a proven interest in London in supporting conservation projects but some audiences (particularly BAME groups) are under-represented in volunteer opportunities offered by the environmental sector. The audience development strand of this project will hear the views of those that are excluded and allow us to engage more meaningfully with them in the future.

Is the focus of your project meeting an already identifiable need (acute or otherwise) or are there elements which are preventative and/or incorporate early action?

The Water Framework Directive states that 98% of water bodies in London are failing and that engaged communities working in synergy with all stakeholders are essential if we are to make the necessary improvements in our water environment

The London Environment Strategy highlights the issues impacting river water quality which this proposal will help address (P.184 ? 185) and identifies the need to work in partnership to support a cost-effective environmental monitoring framework (p.189).

Who might you need to work closely with in delivering this project - whether before, during or afterwards?

Monitoring eel migration:

- ? EA ? manages the Eel Management Plan for the region
- ? Canal and River Trust, National Trust, Kingston University, Friends of River Crane, Thames21, Ham United, Thames Anglers Conservancy - help coordinate monitoring at sites across London

Monitoring river ecology and pollution:

- ? EA- endorses the RMI scheme nationally.
- ? The Riverfly Partnership- manages the RMI nationally.
- ? South East Rivers Trust, London Wildlife Trust, Thames21- coordinate RMIs In London.
- ? Transport for London, Greater London Authority and the EA - funding our current work on pollution from roads and on the steering group for the road pollution element of the project.
- ? Middlesex University Urban Pollution Research Unit- key partner in our work on pollution from roads.

Thames invasive non-native species survey:Port of London Authority and London Invasive Species Initiative

Outreach and Comms:

- ? Local authorities, volunteer bureaux, voluntary organisations, ZSL Comms team

Our aim as a funder is to help people move positively between any of the four stages of Surviving, Coping, Adapting and Thriving. For your project at which of these stages will most people begin their journey?

This project focuses on connecting communities with their environment with positive feedback for both. There is a component of the work that will focus on accessing those who have previously proved hard to reach by the wider environmental sector, not just ZSL.

Most involved in volunteering activities will be Adapting or Thriving but the outcomes of the work in improving the environment of London will be supportive of allowing those who are Coping to transition to a better state as rivers provide peaceful blue green corridors through our urban environment for people to enjoy, unwind and exercise leading to reduced stress levels and improved mental and physical health.

Will there be any elements of this project that will help you or your beneficiaries to reduce your environmental footprint?

One of the barriers to improving the quality of London's rivers is the disconnect between people and rivers: a poor understanding about how what goes on in a wider river catchment can impact the health of a river. By reaching out to communities and working on the waterways, and through ZSL's outreach events and communications this project will help spread the messages about how everyday actions, such as those listed below, impact London's environment:

- ? water consumption and waste
- ? misconnections and correct drainage
- ? flushing items such as wet wipes, oil and grease down loos or drains
- ? not disposing of plastic/litter properly so it ends up in rivers

Funding required for the project

What is the total cost of the proposed activity/project?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Staff costs	100,593	104,033	65,497			270,122
Staff costs - Citizen Science Project Manager (0.8) Inc. nat ins (13.8%)& 6% pens Grade 4.0	31,643	32,497	0	0	0	0
Travel	11,769	7,435	2,023			21,227
Staff costs - Audience development consultant (reaching the hard to reach)	3,000	3,000	0	0	0	0
Training	1,320	930	1,039			3,289
Staff costs- Project coordinator (0.2) inc national insurance (13.8%) and 6% pension contrib	5,978	6,140	0	0	0	0
Promotion & Outreach	4,461	1,678	347			6,486
Eel monitoring equipment	100	100	0	0	0	0
Equipment	38,987	4,159	2,040			45,186
Kick nets for invertebrate river monitoring	400	400	0	0	0	0
Evaluation/Report Writing	3,236	4,637	2,742			10,615
Field equipment to include pipettes, buckets, waders etc	500	500	0	0	0	0
Permits	330	268	172			770
Room hire and refreshments for training days	180	180	0	0	0	0
Room hire/refreshments	8,629	10,432	4,760			23,821
Training packs and travel, contribution to annual Citizen Science meeting	900	900	0	0	0	0
Overheads(15%)	25,399	20,036	11,793			57,227
ZSL costs	6,405	6,557	0	0	0	0
TOTAL:	49,106	50,274	0	0	0	0

What income has already been raised?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Heritage Lottery Fund	48,900	48,900	0			97,800
SITA Environment Trust	40,347	0	0			40,347
BBC Wildlife/SITA	25,371	0	0			25,371
Misc ZSL donors	33,686	0	0			33,686
TOTAL:	0	0	0	0	0	0

What other funders are currently considering the proposal?

Source	Year 1	Year 2	Year 3	Year 4	Year 5	Total
	0	0	0			0
David Webster Charitable Trust	11,147	0	0			11,147
Heathrow Communities	4,859	0	0			4,859
Woodroffe Benton C T	2,000	0	0			2,000
Environment Agency/ARIS	0	25,000	25,000			50,000
TOTAL:	0	0	0	0	0	0

How much is requested from the Trust?

Expenditure heading	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Staff costs	37,303	37,414	32,729			107,446
Staff costs - Citizen Science Project Manager (0.8) Inc. nat Ins (13.8%)& 6% pens Grade 4.0	31,643	32,497	0	0	0	0
Travel	1,945	1,984	2,023			5,952
Staff costs - Audience development consultant (reaching the hard to reach)	3,000	3,000	0	0	0	0
Training	720	930	1,039			2,689
Staff costs- Project coordinator (0.2) Inc national Insurance (13.8%) and 6% pension contrib	5,978	6,140	0	0	0	0
Promotion & Outreach	2,582	341	347			3,270
Eel monitoring equipment	100	100	0	0	0	0
Equipment	3,081	1,888	510			5,479
Kick nets for invertebrate river monitoring	400	400	0	0	0	0
Evaluation/Report Writing	2,081	2,058	2,100			6,176
Field equipment to include pipettes, buckets, waders etc	500	500	0	0	0	0
Permits	165	168	172			505
Room hire and refreshments for training days	180	180	0	0	0	0
Room hire/refreshments	1,350	1,377	1,406			4,133
Training packs and travel, contribution to annual Citizen Science meeting	900	900	0	0	0	0
Contribution towards overheads(15%)	8,676	8,146	7,116			23,938
ZSLcosts	6,405	6,557	0	0	0	0
TOTAL:	49,106	50,274	0	0	0	0

Who will benefit?

How many people will directly benefit from the grant per year?

1,000

In which Greater London borough(s) or areas of London will your beneficiaries live?

Hounslow

Hillingdon

Barnet

Ealing

Harrow

Does this project specifically target any groups or communities?

Yes - please enter details below

This project will specifically work with the following age groups:

This project will specifically work with the following gender groups:

This project will specifically work with the following ethnic groups:

Asian/ Asian British (Including Indian; Pakistani; Bangladeshi; Chinese; Any other Asian background)

Black/ African/ Caribbean/ Black British (including African; Caribbean; Any other Black/ African/ Caribbean background)

Mixed / Multiple ethnic groups

White (including English/ Welsh/ Scottish/ Northern Irish/ British; Irish; Any other White background)

If Other ethnic group, please give details:

This project will specifically work with Deaf and disabled people:

No

This project will specifically work with LGBTQI groups:

No

This project will specifically work with other groups or communities:

How will you target the groups/communities you have identified? What is your expertise in providing services for these groups?

ZSL has a new Community Engagement team which is advising the Project Manager on reaching out to new groups of volunteers.

Are there any groups or communities you think your organisation will find hard to include through this project?

No

If yes, please specify which groups or communities? Where possible using the categories listed above.

If yes, what steps will you take to make your services accessible to and meet the needs of the groups/communities you have identified?

Declaration

I confirm that, to the best of my knowledge, all the information I have provided in this application form is correct. I fully understand that City Bridge Trust has zero tolerance towards fraud and will seek to prosecute and recover funds in every instance.

Please confirm: Yes Full Name: **Judi Gasser**

Role within **Fundraising Manager**
Organisation: